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Page 1 of 3

Docket No. 104,028-03

**Declaration and Power of Attorney For Patent Application  
English Language Declaration**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

**RETAIL SYSTEMS AND METHODS EMPLOYING  
A PRODUCT SHELF INTERFACE TO PROVIDE PURCHASE INCENTIVES**

the specification of which  
(check one)  
☐ is attached hereto.

☒ was filed on June 24, 2003 as United States Application  
Number 10/601,901  
and was amended on \_\_\_\_\_  
(if applicable)

I hereby state that I have reviewed and understand that contents of the above identified specification, including the claims, as amended by any amendment referred to above:

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, § 119 (a)-(d) or § 365 (b) of any and all, any foreign application(s) for patent or inventor's certificate, or § 365 (a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate or PCT International application having a filing date before that of the application of which priority is claimed.

Prior Foreign Application(s)

Priority Not Claimed

_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	<input type="checkbox"/>
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>

(Day/Month/Year Filed)

(Filing Date)

(patented, pending, abandoned)

PAGE 4/10 \* RCVD AT 12/1/2003 5:53:19 PM [Eastern Standard Time] \* SVR:USPTO-EFXRF-4/3 \* DNIS:7464060 \* CSID:7039950318 \* DURATI N (mm-ss):05-50

Page 3 of 3

211 N. Union Street, Suite 100  
Alexandria, Virginia, 22314

Direct Telephone Calls to:  
Jerome Jackson, Telephone: 703-684-4840

Full Name of sole or first inventor

Ken R. Powell

Sole or first inventor's signature

Date

Residence

Athens, Georgia

Citizenship

U.S.

Post Office Address

1592 Mars Hill Road, Suite B, Watkinsville, Georgia 30677

Full Name of second inventor

Thomas M. Hintz

Second inventor's signature

Date

Residence

Perris CA

Citizenship

U.S.

Post Office Address

23551 Rose Quartz Drive, Perris CA 92570

Full Name of third inventor

Eleanor B. Maxwell

Second inventor's signature

Date

Residence

Crawford, Georgia

Citizenship

U.S.

Post Office Address

128 Old Edwards Road, Arnoldsville, Georgia 30619

Page 1 of 13

Docket No. 104:028-03

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English Language Declaration**

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Prior Foreign Application(s)

Priority Not Claimed

☐

(Number)

(Country)

(Day/Month/Year Filed)

Page 2 of 3

I hereby claim the benefit under 35 U.S.C. ' 119(e) of any United States provisional application(s) listed below:

60/333,152

(Application Serial No.)

November 27, 2001

(Filing Date)

I hereby claim the benefit under 35 U.S.C. ' 120 of any United States application(s), or ' 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. ' 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, C.F.R., ' 1.56 which became available between the filing date of the prior application and the national or PCT international filing dated of this application:

10/300,917

(Application Serial No.)

November 21, 2002

(Filing Date)

abandoned(Status)  
(patented, pending, abandoned)09/317,439

(Application Serial No.)

May 24, 1999

(Filing Date)

abandoned(Status)  
(patented, pending, abandoned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that any such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

**POWER OF ATTORNEY:** As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Jerome D. Jackson  
Reg. No. 33,186

Page 3 of 3

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Name of first inventor

Ken R. Powell

Sole or first inventor's signature

Date

Residence

Athens, Georgia

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Post Office Address

1592 Mars Hill Road, Suite B, Watkinsville, Georgia 30677

Name of second inventor

Thomas M. Hintz

Second inventor's signature

Date

20 November 2003

Residence

Perris CA

Citizenship

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Post Office Address

23551 Rose Quartz Drive, Perris CA 92570

Name of third inventor

Eleanor B. Hartley (Former Name: Eleanor B. Maxwell)

Third inventor's signature

Date

Residence

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Citizenship

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128 Old Edwards Road, Arnoldsville, Georgia 30619